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Demographic Services Center's 2013 Population Estimates: Wisconsin Continues Its Moderate Growth

State Estimate, 1/1/2013:	5,717,110
Change from 1/1/2012:	13,585 (0.24%)
Change from Census 2010:	30,124 (0.53%)

Wisconsin's population growth has increased moderately every year for the past five years, since the Great Recession slowed the movement of people among states and internationally. In calendar year 2012, Wisconsin is estimated to have shown the first 10,000-plus increase in population since 2008.

- Calendar year 2012 exhibited a modest rebound in housing construction from the prior year. New household formation is also estimated to have increased in 2012 compared to 2011. Nonetheless, the growth in housing remains at historic lows; compared to the first three years of the prior decade, construction of new housing units in 2010-2012 was only one-fourth of that in 2000-2002.
- The estimated housing occupancy rate has remained relatively constant for the past three years—indicating a proper balance between units created and households added—but has slipped slightly since the 2010 Census. The estimated average household size continues to decline, in keeping with a long historical pattern, although the decrease is minimal in comparison to previous decades. These downward changes influence the modest estimated increase in population.

Housing Stock & Households

Net change in units, CY 2012:	9,950
Net change in units, CY 2011:	8,250
Net change in units, CY 2010:	9,240
Housing unit change is one-fourth of construction in years 2000-2002	
Net change in households, 2012:	8,644
Net change in households, 2011:	7,165

Occupancy Rate

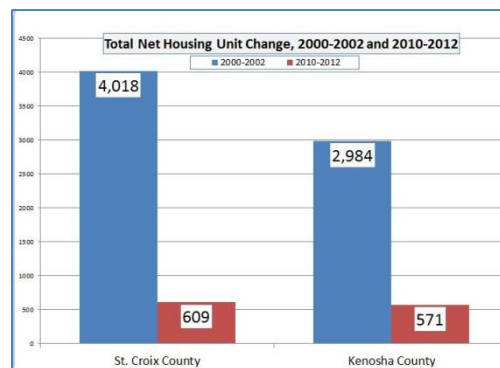
2013 Estimate	86.7%
2012 Estimate	86.7%
2011 Estimate	86.8%
Census 2010	86.9%
Change, 2013-2010:	-0.2%

Average Household Size

2013 Estimate	2.419
2012 Estimate	2.422
2011 Estimate	2.425
Census 2010	2.429
Change, 2013-2010:	-0.010

- In a typical year, approximately 100,000 to 120,000 Wisconsin residents—about 2%— move to other states (or other countries). In years of improving economic activity, a slightly larger number—including foreign migrants—move in, producing positive net migration. However, the slow economy has led to in-migration falling to approximately 93,000 to 110,000 annually in the past three years, leading to net out-migration of roughly 27,000 since the 2010 Census.
- Two regions that are large contributors to the state's in-migration are the counties bordering the Minneapolis-Saint Paul and Chicago metropolitan areas. The contrast between the number of new housing units built in 2010 – 2012 compared to 2000 – 2002 is pronounced. These 80% to 85% declines in housing starts are a strong indicator of minimal in-migration from neighboring states.

Natural Increase and Net Migration since 2010 Census	
Natural Increase	+56,990
Net Migration	-26,865



County Estimates

- From April 1, 2010 (Census 2010) to January 1, 2013, it is estimated that 49 of Wisconsin's 72 counties gained population. Thus, 23 counties lost population, but the losses in 10 of them are estimated to be so minor—less than one-tenth of one percent—that, in estimation terms, their population change is neutral.
- Counties estimated to gain more than 2,000 residents are Dane (+8,948)¹, Brown (+3,488), Milwaukee (+2,675) and Outagamie (+2,422). Dane, Brown and Outagamie are also estimated to be the largest percentage gainers since 2010.
- Counties that lost more than one percent of their populations are in the far north: Iron (-1.1%) and Forest (-1.0%). However, given these counties' small sizes, the maximum numeric loss was -94.
- Twenty-three counties are estimated to have experienced natural decrease—more deaths than births—from April 1, 2010 through January 1, 2013. The majority of these counties are "Up North," and have a higher percentage of older people than the state.
- Forty-six counties are estimated to have experienced negative net migration—more people moving out than moving in—during the April 2010 through January 2013 period.

¹ Dane County's gain is influenced by a large revision made for the City of Madison this year (+1,100) based on an undercount of residence hall populations at UW-Madison and Edgewood College at the 2010 Census.

- Seven of the state's nine most populous counties gained population since the 2010 Census, although the two counties with an estimated loss have declined a small amount:

Largest Counties (more than 150,000 in population)

County Name	Final Estimate 2013	Census 2010	Numeric Change	Percent Change	Pct Chg 4/2000-4/2010
Milwaukee	950,410	947,735	2,675	0.3%	0.8%
Dane	497,021	488,073	8,948	1.8%	14.4%
Waukesha	391,478	389,891	1,587	0.4%	8.1%
Brown	251,495	248,007	3,488	1.4%	9.4%
Racine	195,174	195,408	-234	-0.1%	3.5%
Outagamie	179,117	176,695	2,422	1.4%	9.7%
Winnebago	167,862	166,994	868	0.5%	6.5%
Kenosha	166,915	166,426	489	0.3%	11.3%
Rock	160,148	160,331	-183	-0.1%	5.3%

Municipal Estimates

- More than one-half of the state's 1,851 municipalities are estimated to have added population from April 1, 2010 to January 1, 2013. Of those which are estimated to have lost population, 563 have declined by 10 or fewer people. In

Municipalities that	Census 2010 to 1/1/2013	C2000 to C2010
gained population	1,059	1,120
had no change	77	9
lost population	715	721

addition, compared to the decadal change from the 2000 Census to the 2010 Census, the number of gainers and losers has not varied substantially.

- Twelve of the state's fifteen largest municipalities are estimated to have gained population since the 2010 Census:

Largest Municipalities (more than 40,000 in population)

Place Name	Prelim Estimate 2013	Census 2010	Numeric Change	Percent Change
MILWAUKEE	596,500	594,833	1,667	0.3%
MADISON	238,000 ²	233,209	4,791	2.1%
GREEN BAY	104,300	104,057	243	0.2%
KENOSHA	99,700	99,218	482	0.5%
RACINE	78,700	78,860	-160	-0.2%
APPLETON	73,150	72,623	527	0.7%
WAUKESHA	70,900	70,718	182	0.3%
EAU CLAIRE	66,480	65,931	549	0.8%
OSHKOSH	66,300	66,083	217	0.3%

² As noted in the county summary, the City of Madison's estimate this year was revised (+1,100) based on an undercount of residence hall populations at UW-Madison and Edgewood College at the 2010 Census.

JANESVILLE	63,600	63,575	25	0.0%
WEST ALLIS	60,300	60,411	-111	-0.2%
LA CROSSE	51,600	51,320	280	0.5%
SHEBOYGAN	48,965	49,288	-323	-0.7%
WAUWATOSA	46,705	46,396	309	0.7%
FOND DU LAC	43,100	43,021	79	0.2%